

RADIO
WILLIAM ESTY AND COMPANY
INCORPORATED

COLUMBIA BROADCASTING SYSTEM

BENNY GOODMAN'S CAMEL CARAVAN - PROGRAM NO. 72

TUESDAY, FEBRUARY 7, 1939 - 9:30-10:00 P.M.

HOLCOMBE: Let up and light up a Camel! Smokers find that Camel's costlier tobaccos are soothing to the nerves!

(BAND: THEME FADE FOR ANNOUNCEMENT)

Here comes the Camel Caravan with Benny Goodman! That means Meeting Time for swing fans of all ages - and Hot Club Members from Coast to Coast! Time to gather round for music by Benny Goodman - words by Johnny Mercer.

The first item on our agenda is a word of appreciation to all you Club Members - you smokers who make these weekly meetings possible. You are the final judges of tobacco quality, and you've made Camel the largest-selling cigarette in the world. So thanks, folks - and let up and light up a Camel!

(BAND: THEME UP AND OUT)

BENNY:

This is your President, Benny Goodman, bidding you welcome to the Camel Hot Club. Tonight our Club Meeting takes place at the State Theatre in Hartford, Connecticut. You know, Hartford is the insurance headquarters of the whole country. So we thought it would be a wise policy to see that everyone had a good time. Vice-President Johnny Mercer, will you sound off with that thirty-minute endorsement we dreamed up for tonight?

MERCER:

Right, Proxy! Whereas and be it known! The parties of the first part, hereinafter referred to as Benny Goodman and/or the world's greatest swing band, - shall by mutual consent and popular demand present: item, the party of the second part, to wit and viz; your swing Sweetheart, Martha Filton! Item, the parties of the 3rd, 4th, 5th, and 6th parts...

BENNY:

Say, this thing's got more parts than a Mechano set!

MERCER:

Hereinafter referred to as the Goodman Trio and Quartette!

BENNY:

Item, President Goodman's latest and strongest Pot Hate, the Fluff Box.

MERCER:

Snapping its hungry jaws for a fifty-cent piece when any of us stumbles on a word or misreads a line. And here comes the first premium on our Good Time Policy for tonight. It's the Goodman version of that grand old toe-tapper "Swinging Down The Lane."

(BAND: "SWINGING DOWN THE LANE")

(APPLAUSE)

RADIO
WILLIAM ESTY
AND COMPANY

BENNY:

Not so long ago Johnny Mercer and Walter Donaldson - of whom you may have heard - got together and turned out a new song. I vote we have Martha Filton sing it for us right now. Will those in favor say "aye."

AUDIENCE:

AYE!

BENNY:

Gosh - so that's what it sounds like when four thousand people all agree at once. All right, Martha - suppose you tell the Club Members about Johnny's new song in your own way.

(BAND: "GOTTA GET SOME SHUTEYE")

(APPLAUSE)

HOLCOMBE:

Millions of people let up and light up a Camel to ease nerve tension. And those millions include famous people in business and in sport -- successful men and women in every walk of life. Let's take, for example, Miss Lolly Sisson, air hostess, on Transcontinental and Western Air's "Sky Chief." Miss Sisson says:

WOMAN'S VOICES:

I love flying. I have more than three thousand hours in the air to my credit. It is a strain on the nerves. But I'm careful about resting, and I like to let up and light up a Camel cigarette. I find Camels soothing to my nerves.

HOLCOMBE:

Benny Goodman is a national campus favorite. And so are Camel cigarettes. James L. Dixon, Jr., of Columbia University, offers a good explanation of why college men prefer Camels. He says:

RADIO
WILLIAM ESTY
AND COMPANY

MAN'S VOICE:

I'm going to college and I have to earn my way. I can't take chances with jittery nerves. A few minutes spent smoking a Camel helps me avoid nerve tension. I get real smoking pleasure when I smoke Camels, and I find Camels are soothing to my nerves.

HOLCOMBE:

Now -- you may have finished school years ago -- you may not have the slightest ambitions toward flying -- but that doesn't mean that you can't get a lot out of letting up and lighting up a Camel. A whole of a lot of smoking pleasure...and a real help in avoiding ragged, jittery nerves. So...let up and light up a Camel!

(QUARTETTE UP AND FADE)

MERCER:

And now I'll ask the ushers to come down the aisles and make sure that all seats are chained to the floor. I'll man the fire-alarm box myself. Because the Quartette are busting open a special packet of fireworks! That swing skyrocket called "I Found A New Baby."

(QUARTETTE: "I FOUND A NEW BABY") (APPLAUSE)

TILTON:

(SINGING) Has anybody here seen Johnny -

MERCER:

Yes Martha?

TILTON:

Oh, Mr. Mercer - d'you think I could interview you for the Gossip Gazette of the Ladies Auxiliary?

MERCER:
RADIO

What - write an article about me?

WILLIAM ESTY
AND COMPANY



TILTON:

Yes - you see they heard about your invention of the Fluff Box. And they want to know where you got your wonderful financial genius.

MERCER:

Well, Martha, Orr-iginally, the Mer-r-rcers hyed fra' Sco'land,

TILTON:

Heet, Mon! Did they come over on the Mayflower?

MERCER:

Aye - Tourist Class.

TILTON:

But you were born in Georgia.

MERCER:

Sure 'nuff, honey chile. That's where I acquired my taste for Geo'gia peaches.

TILTON:

Hush my mouth, Colonel. And where'd you go to school?

MERCER:

At Woodbury Forrest, Ma'an - in ole Virginia.

TILTON:

Georgia peaches - then Virginia - and now you're on the radio...

BENNY:

What are you writing, Martha?

TILTON:

The title of my article, President Goodman.

BENNY:

Let's see it. "Johnny Mercer" - a peach-fed Virginia ham!"

MERCER:

You'll be sorry, Martha. Just for that I'm going to include you in the club rules. Fifty cents for every fluff. Let's hear you read this announcement of the next item.

TILTON:

President Goodman says certain slow sweet songs should surely sound solid swiftly swung so starts sending "Estrellita."

(BAND: "ESTRELLITA")

(APPLAUSE)

BENNY: RADIO

Here's another of Johnny Mercer's new tunes - first introduced on this program and fast rising in popularity - "Cuckoo in the Clock."

WILLIAM ESTY
AND COMPANY

(BAND: "CUCKOO IN THE CLOCK"- TILTON VOCAL)

(APPLAUSE)

BENNY:

Seeing as how we've got a houseful of Connecticut Club Members, here, we thought we'd put them on the air for tonight's music lesson. Vice-President Mercer will soon find out whether they've been paying attention.

MERCER:

Question Number One! When musical instruments are playing in tune -- tell me, Club Members, what do we get?

AUDIENCES:

Harmony.

MERCER:

Harmony is right. And when the same instruments are not in tune -- what then?

AUDIENCES:

Discord.

MERCER:

And when nerves get out of tune -- when they get tense and strained -- what's the thing to do?

AUDIENCES:

Let up...and light up a Camel!

HOLCOMBE:

Yes sir, letting up and lighting up a Camel cigarette is one swell way to ease away nervous tension. A mighty pleasant way, too, for Camels are mild as can be, and full of choice tobacco flavor. Try letting up and lighting up a Camel. It's a grand treat to the taste -- and a real help in avoiding jangled nerves. For Camels are a matchless blend of finer, more expensive tobaccos -- Turkish and Domestic. Smokers find that Camel's coastlier tobaccos are soothing to the nerves.

(MUSICAL BRIDGE: "SHADE OF THE OLD APPLE TREE")

RADIO
WILLIAM ESTY
AND COMPANY

BENNY:

Club Members, along about here, we sort of gambled that you'd want to hear one of Johnny Mercer's parodies. And to set the mood for it, a 'par-o-dy' sort comedians you ever heard are going to fire a little cross-talk at you!

MERCER:

Benny, who was that oboe I saw you with last night?

BENNY:

That was no oboe -- that was my fife!

MERCER:

Whew! Say Benny, tell me -- where do all the fleas go in winter time?

BENNY:

You can search me.

MERCER:

You see, Club Members? It's like they always say -- SINGS

(MERCER & BAND: "OLD JOKES")
OLD JOKES

MERCER:

Everyone knows them - they're old jokes
Like the seasons they come and they go
Always getting the bird
If not given - inferred
That's why everybody hates them so

Rehashed and revived and retold jokes
With their whiskers tucked under their chins
They're the real mellow type
So mellow they're ripe
They think that at forty life begins

Every evening after supper those stories come pall mall
They're the ones they told in sixty-five
To Lincoln that day
(And he said) I know that one so well

Don't quite understand about old jokes
They were told by the Blue and the Grey
But they're not too rheumatic
To creep from the attic
To show everyone the eggs they lay

RADIO
WILLIAM ESTY
AND COMPANY

51456 4397

SECOND CHORUS

GOODMAN:

Oh we always know where to find old jokes
When there's some little program to do
We go right to Joe Miller
To get us a killer
Change it around to sound like new

MARCELS:

They never do!

BENNY:

Folks that listen to radio stations
Sit and whittle until we are through

MARCELS:

'Steard of getting more mail

BENNY:

We keep getting more stale
By sneakin a little quip or two

MARCELS:

Every Tuesday we go fishin'
Our catch lines are all fake

BENNY:

But we only hook a smile or two
The laugh gets away
Can't even keep 'em awake

MARCELS:

Oh someday there'll be no more old jokes
What a wonderful world it will be

BENNY:

All the comics that day
Will have to work for their pay

MARCELS:

The day that they put old jokes away.

BENNY:

Now here's the place in the Minutes of our Meeting when the
Committee takes up news of the Hot Clubs.

MARCELS:

Yes, Benny - and we have two special items to report this week.

Item One: Right here in Hartford, Connecticut, radio station

W.D.A.C. has its own "Strictly Swing" Club. They've just held

a popularity poll among the members. And our president, Benny

Goodman, was the winner.

(APPLAUSE)

RADIO
WILLIAM ESTY
AND COMPANY

51456 4398

BENNY:

Thank you all. And I've got a little present for you. You can share it with all the Hot Club Members from Coast-to-Coast. It's so new the ink is hardly dry on its pages - and this is its first performance on the air. In appreciation of your friendliness, we've christened it - "Hartford Stomp!"

(BAND: "HARTFORD STOMP")

(APPLAUSE)

MERCER:

Well, Club Members, clarident goodly of the reciprial Philadelphia hotly beginning next transday wishly perhaps remembering meanly of you not to forget

BENNY:

(LAUGHS) Hey, Johnny - hold on! What's the idea of the double-talk?

MERCER:

President Goodman, this sinister and super-annuated slio here, the Fluff Box, has garnered another \$1.00 from us tonight. And with the \$7.00 we already had on hand, the kitty is becoming entirely too obese for -- ah -- comfort.

BENNY:

I see -- so to get around it, you're going in for double-talk. Is that it?

MERCER:

Right! As Shakespeare said, "Speak trippingly on the tongue."

BENNY:

Even Shakespeare could have used a Fluff Box, huh? Club Members, what Johnny Mercer meant by those vocal gymnastics was that next Tuesday we'll be holding our meeting in Philadelphia. Join us, won't you? Till then, this is your President, Benny Goodman, saying goodnight for Camels and all the gang.

(THEME AND APPLAUSE)

RADIO
WILLIAM ESTY
AND COMPANY

MERCER:

I'm sure all the members of our Philadelphia branch will want to join President Goodman at the Earle Theatre down there beginning the day after tomorrow. And I'm sure all you members of our other branches everywhere will join up with us again on next Tuesday night. Till then this is Johnny Mercer, the Vagabond Fluffer, saying good luck and so long.

(THEME FULL AND FADE)

HOLCOMBE:

Next Monday night over these same stations, Eddie Cantor's Camel Caravan rolls in. So make it a Monday night date too.

Harry Holcombe speaking.

ANNOUNCER:

Will all the pipe-smokers listening in please raise their right hands? Now, will all of you men who are not Prince Albert smokers please repeat after me -- "I...am...going...to...try...Prince...Albert..." That's all we ask, men. Just try Prince Albert to get next to real joy-smoking. There's no other tobacco like Prince Albert, the National Joy Smoke.

HOLCOMBE:

This is the Columbia...Broadcasting System.

RADIO
WILLIAM ESTY
AND COMPANY